



GREENLIGHT

THE GREENLIGHT GROUP



A photograph of a lush forest with tall, slender trees and a dense canopy of bright green leaves. The scene is captured from a low angle, looking up through the trees. The text "FOREST FROM THE TREES" is overlaid in the center in a white, sans-serif font.

FOREST FROM THE TREES

LET IT GO



CONFIDENTIAL

Reimagining GreenLight Media
Productions, Inc.

Strategic Business Plan 2021



GREENLIGHT
MEDIA PRODUCTIONS



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MEDIA PRODUCTIONS



PRINCIPAL/MANAGING DIRECTOR

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MEDIA PRODUCTIONS

Dear Ms. Perez,

12 May 2021

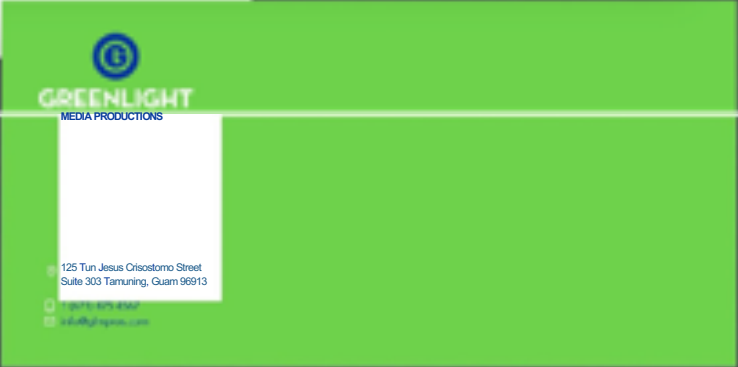
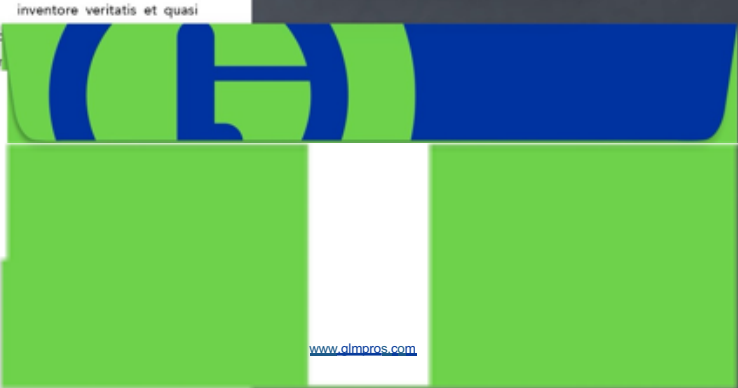
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Signature

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WHAT'S IN A NAME?

We initially wanted a name that somehow lulled businesses into giving us the jobs; "GreenLight" means "go."

It not only is an industry term, but it also is a positive word where we work and play, and in the business of entertainment, playing is everything. So, it fit.

But we outgrew our name. We evolved.

OUR BRAND

From a traditional agency set-up, we have transformed ourselves into a highly responsive, multi-disciplined business enabler that meets the demands of today's economic and market environment, and one that consistently delivers exceptional value to our clients.



GREENLIGHT

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OUR MESSAGE

Our message must be consistent across all social media platforms. Whenever we create content, we must ask ourselves if we are reinforcing our message. After all, this tells our audience who we are and what we do.

More than just creative
solutions. We deliver results.



GREENLIGHT


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What is a Brand?





What is Branding?

A  is a name, logo, icon, symbol, design, packaging or trademark that identifies a seller's goods or services and differentiates it from those of its competitors.

It is the identity and story of a company or product that makes it stand out from other products or services.

What is Branding?



Why is branding important?

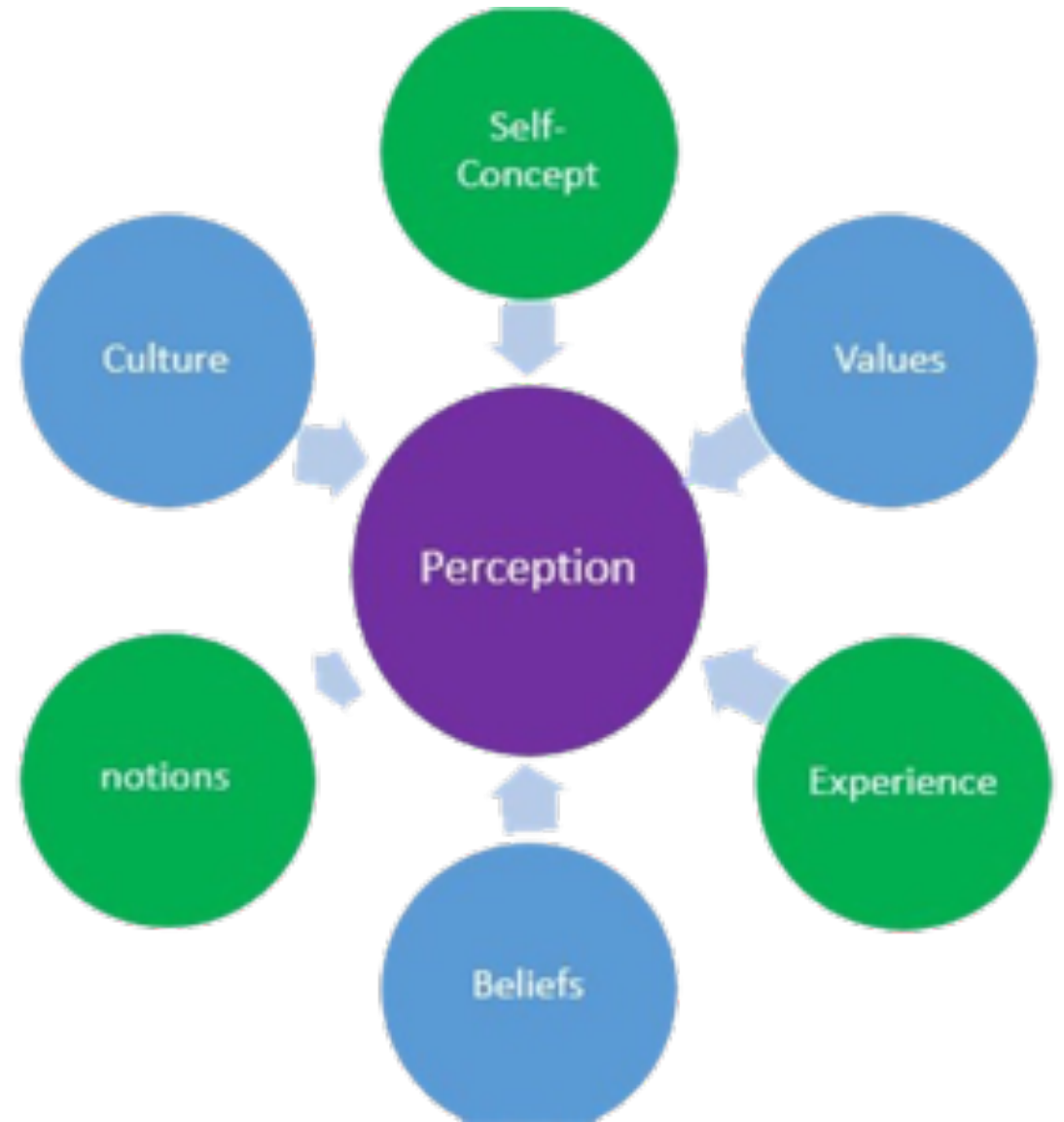
- It influences the impression or perception that a consumer has on your product or business.
- It perpetuates a call to action.
- Develops the relationship and establishes recognition which produces trust.
- Helps retain market share and attracts new customers
- It distinguishes you from your competitors.





- Generates equity in your business.
- Improves employee pride and satisfaction by working for a company with a distinguished brand. It provides workforce retainment.
- Increases Business Value therefore establishing a foundation for business growth.

Branding creates and reinforces perceptions of a brand in your stakeholders' minds.



Creating the Brand?



Research & Development

- Who is your audience? Different people want and like different things. Identify and find target customers (B2B or B2C?)
 - Conduct a qualitative market research and test product acceptance, branding, packaging, price points.
- Align values delivered by product (does your product address a consumer need or want? likes, dislikes?)





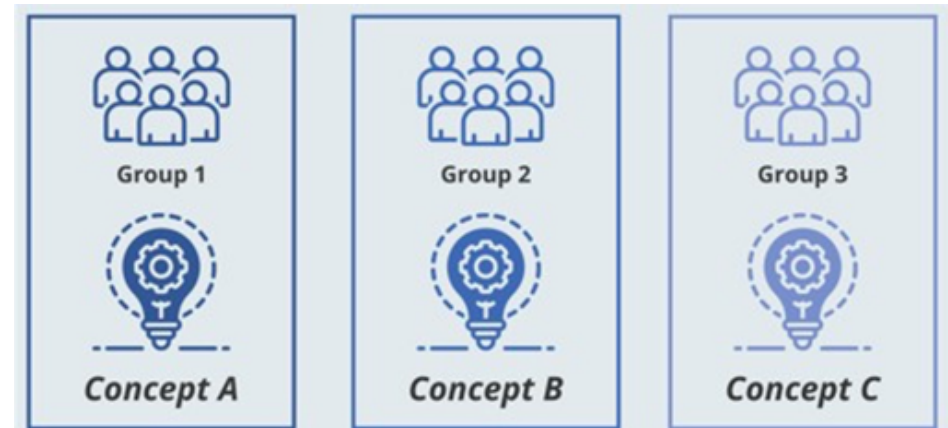
Your product is probably the most tangible way that customers interact with your brand. For that reason, your packaging should highlight your new branding (design, colors, size, overall look and feel).

Who is your closest competitor? Knowing the difference between yourself and your competition is extremely important to build a successful brand. Research their value proposition, branding strategy, core values, target audience and figure out how you are different and where you stand in the competitive landscape.



Concept Testing

- A concept is similar to the actual ad, but more succinct without a lot of selling and posturing.
- The concept states in clear terms the selling premise, unique position or benefit of the advertised product or service.
- We test the concepts in order to determine which of a set of concepts would be the most useful in accomplishing our objective.
- Test your creative concepts against a sample of your target audience.



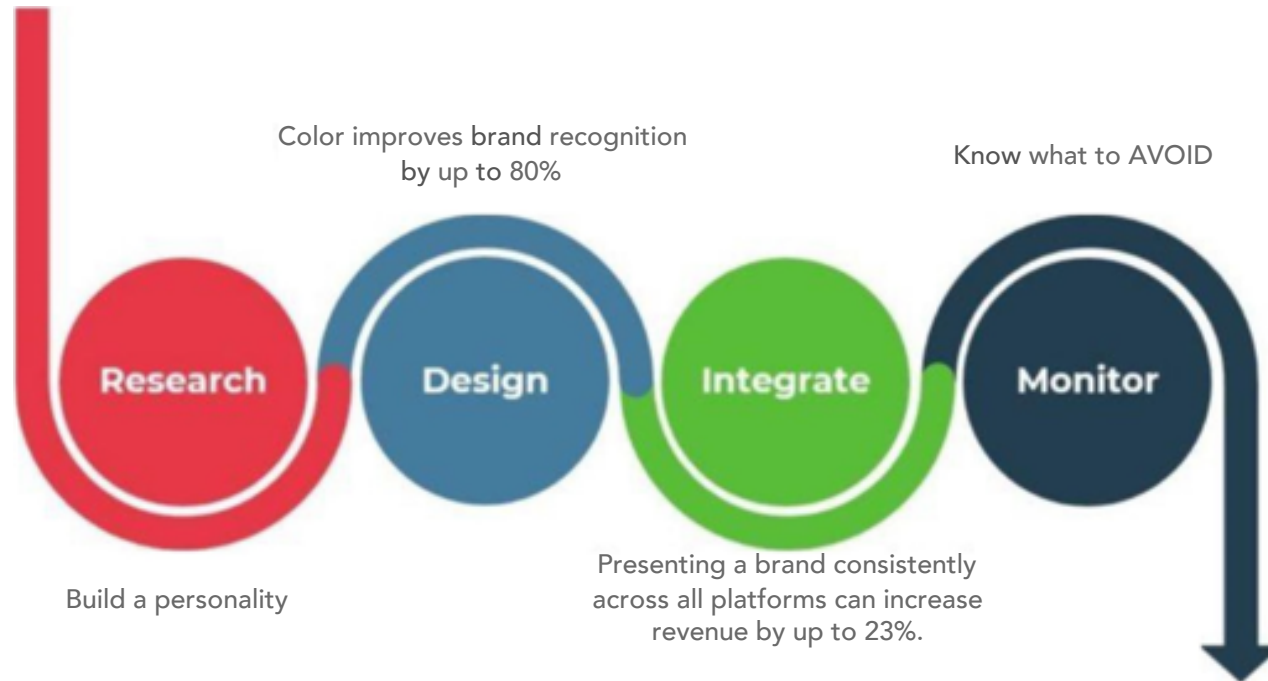
Creating The Brand Identity

Your brand identity is the face of your business...

Brand name – should be relatable, contemporary, expandable, and easy to remember. Examples of product-based companies are Apple, Google, Procter & Gamble, Adobe and Facebook. Example of service-based companies – American Airlines, Allstate Insurance Group, American Automobile Association, and Bank of America Corp.



Creating a Brand Identity



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Logo – Your brand's recognizable visual identity.

Every color has some value and feeling associated with it. The logo should be appealing, relevant, attractive and can resonate well with your stakeholders.





Brand Personality

- Every brand has a personality. How would you define your brand as a person?
- The font types, colors, logo, and imagery all are a part of that personality. The visuals go hand in hand with the tone of your brand: Is it confident, or fun, or sassy or ritzy?
- Your mission and purpose of your business can help you decide the appropriate personality of your brand.



Brand Values

Brand values are the foundation of your business and trickle into each aspect of your branding. These values direct and supporting your brand purpose and story as well as your decisions and actions. In defining your brand values, think of how you want your business to influence and impact the bigger picture.



Managing Your Brand

Be consistent. With your brand's personality, story, promises, look and feel.

Avoid situations that compromise your reputation. Reputation is everything. You may consider rebranding if a compelling need arises.

Build meaningful relationships with your stakeholders.

The best customers are loyal—the ones who not only love your brand but keep coming back.

Whether they are your brand ambassadors or life-long customers, it all boils down to differentiation, engagement and loyalty.

Make sure you take good care of these vital relationships—that's what it's really about, isn't it?



Marketing Tools That Build Your Brand

- Market research (brand awareness and recall, likes and dislikes, etc.)
- Website/Mobile/Online sales/
Distribution
- Sales and Customer Service
- Packaging design
- Advertising
- Social Media
- Brand ambassador/s
- Out of home
- Promotions
- Events
- Corporate Social Responsibility





Local Brands

- The brand is the foundation of a company and the logo is the visual shortcut to the trademark of the brand.



Brands

- Why do you buy a particular brand?
- Why are you loyal to the brand?
- How do you create or develop these same elements for your brand?

More than just creative solutions.
We deliver results.

www.thegreenlight.group

THANK YOU!





Contact Us

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